

In regards to the new FCC rules on Faxed Commercial offers, you should be aware that the ruling will create an undue burden and expense to normal commerce. Specifically in the wholesale distribution industry where it is common to send out a pricing list to current customers so they may order the next week. This is information critical to their operations and would create disruption to normal commerce. Given the thousands of customers we have and millions of customers the industry has it is near impossible to make sure we have "prior consent" on all out going faxes. The rules were not meant to prevent established relationships under normal operating conditions, but the new rulings will in effect create undue hardship on the wholesale distribution industry and its customers.

These rules need to be reversed or there will be drastic effects on the wholesale industry along with many others.

Sincerely,

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